

## DEPARTMENT OF FOOD AND AGRICULTURE

1220 N Street – Room A247  
Sacramento, CA 95814  
Phone (916) 654-1245  
FAX (916) 654-1250



**SIGN-UP PROCEDURE TO CONSIDER PARTICIPATION  
IN THE "BUY CALIFORNIA" MARKETING AGREEMENT**

**To the California Agricultural Product Organization Addressed:**

The California Department of Food and Agriculture (CDFA) conducted a public hearing on the "Buy California" Marketing Agreement on August 31, 2001 in Sacramento. Based on the supportive testimony presented at the hearing, CDFA has decided to issue the Agreement for a sign-up of qualified California agricultural product organizations. Unlike a marketing order program that pertains to an entire industry, this marketing agreement would only pertain to those qualified California agricultural product organizations that choose to participate. For the purposes of this Agreement, a qualified California agricultural product organization means any state or federally mandated promotion program or any nonprofit California agricultural organization with marketing experience that is willing to represent growers and/or processors in the State of California in a generic fashion. Please take note that no single agricultural product shall be represented by more than one signatory organization. The following documents pertaining to this sign-up procedure are available as downloadable PDF files.

1. A sign-up form to be completed for those organizations that wish to participate in this Agreement. If your organization wishes to have a representative and an alternate representative on the Agreement Board, a nomination section has been included on the sign-up form.
2. A copy of the "Buy California" Marketing Agreement document including clarifications. The clarifications to this Agreement were based upon hearing testimony and are indicated through bold underlines for additions and strike-through for deletions in the blue version. We have also included a clean version of the approved Agreement.

California agricultural product organizations wishing to participate in this Agreement must complete the enclosed sign-up form and return it to CDFA.

In the event of multiple organizations wishing to become signatories for the same product, the Department will meet with those parties to determine an equitable process for representation. If you have any questions regarding this sign-up procedure, or the Agreement, please contact me at this office.

Sincerely,

A handwritten signature in black ink that reads "Lynn A. Morgan".

Lynn A. Morgan, Branch Chief  
Marketing Branch

Enclosures